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A
PATENT

Attorney's Docket No. 99-836

JC784 U.S. PTO
09/593118
06/13/00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Box Patent Application
Assistant Commissioner for Patents
Washington, D. C. 20231

NEW APPLICATION TRANSMITTAL

Transmitted herewith for filing is the patent application of:

Inventor(s): James Howard Drew
Denkanikota R. Mani
Andrew L. Betz III
Piew Datta-Read

For: A METHOD FOR EVALUATING CUSTOMER VALUE TO
GUIDE LOYALTY AND RETENTION PROGRAMS

Certification Under 37 CFR 1.10

I hereby certify that this New Application Transmittal and the documents referred to as enclosed therein are being deposited with the United States Postal Service on this date 6/13/00 in an envelope as "Express Mail Post Office to Addressee" mailing label EJ895748075US addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

Mary E. Anza
(typed or printed name of person mailing paper)
Mary E. Anza
(Signature of person mailing paper)

Attorney's Docket No. 99-836

Enclosed are:

- [21] pages of specification and cover sheet
- [14] pages of claims
- [1] page of abstract
- [7] sheets of drawings.
- [3] pages of declaration and power of attorney.
- [4] pages of assignment and assignment recordation form
- [2] pages of information disclosure statement
- [1] pages of form 1449
- [5] references
- [1] return postcard

CLAIMS AS FILED				
	NUMBER FILED	NUMBER EXTRA	RATE	BASIC FEE
TOTAL				\$690.00
CLAIMS	60 - 20	40 x	\$18.00	720.00
INDEPENDENT				
CLAIMS	4 - 3	1 x	\$78.00	78.00
MULTIPLE				
DEPENDENT				
CLAIMS(S)		0 x	\$260.00	0.00
			TOTAL FILING FEE	\$1488.00

- Please charge my Deposit Account No. 07-2339 in the amount of \$1488.00. This transmittal letter is submitted in duplicate.
 - The Commissioner is hereby authorized to charge any additional fees under 37 CFR 1.16 and 1.17 which may be required by the papers submitted herewith or credit any overpayment to Account No. 07-2339.
This transmittal letter is submitted in duplicate.

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